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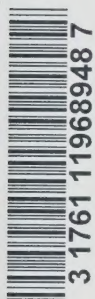
2005

ANNUAL REPORT

ROAD SAFETY VISION

2010

Making Canada's Roads the Safest in the World



CCMTA • CCATM

CANADIAN COUNCIL OF MOTOR TRANSPORT ADMINISTRATORS  
CONSEIL CANADIEN DES ADMINISTRATEURS EN TRANSPORT MOTORISÉ



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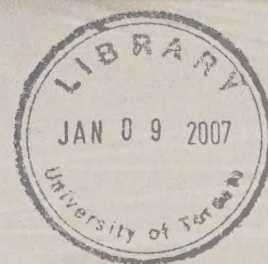
Road Safety Vision 2010 is Canada's national road safety plan. It is the successor to our first national road safety initiative, Road Safety Vision 2001, which was officially launched in 1996. The goal of Road Safety Vision 2010 is to make Canada's roads the safest in the world. Its strategic objectives are to:

- Raise public awareness of road safety issues.
- Improve communication, cooperation and collaboration among road safety agencies.
- Enhance enforcement measures.
- Improve national road safety data quality and collection.

All levels of government, as well as several instrumental public and private sector partners, support the renewed plan. Road Safety Vision 2010 emphasizes the importance of partnerships and the use of a wide variety of initiatives that focus on road users, roadways and motor vehicles.

The adoption of Road Safety Vision 2010 by the Canadian Council of Motor Transport Administrators (CCMTA) and the official endorsement of its stated targets by all ministers of transportation and highway safety in the fall of 2000 provided Canada's road safety stakeholders with targets against which to develop new strategies and measure intervention efforts. Previous Road Safety Vision annual reports have introduced the program, described Canada's action plan, reviewed successful road safety initiatives implemented in Canada and internationally, and outlined the benchmark data for the quantitative targets. This report describes the progress that has occurred in the areas specifically targeted for improvement under Road Safety Vision 2010.







## ROAD TRANSPORTATION: THE HIGH PRICE OF MOBILITY

Canadians are among the most mobile people in the world — 74 of every 100 citizens aged 16 years or older own a motor vehicle. It's estimated that each of Canada's 31.6 million people travelled an average of 16,000 kilometres on Canada's roadways during 2004. Unfortunately, this level of mobility comes with a price. During 2004, the most recent year for which traffic collision data are available, 2,725 road users were killed and over 212,000 were injured. More than 18,000 of these injury victims suffered serious injuries that kept them in hospital for at least 24 hours.

When examined within the framework of all transportation casualties, road transportation fatalities and injuries are unacceptably high. However, considerable progress is being made. The last year the death toll due to traffic collisions was as low as the 2004 figure was 1952, a time when Canada's population stood at 14.5 million and people were considerably

**Canada's roadways are becoming progressively safer despite steady growth in population, vehicles and drivers numbers**



less mobile. There were 3.2 million vehicles and 3.6 million licensed drivers on our roads in 1952. Today, there are 19.1 million vehicles and 21.7 million drivers. So, despite the ever-increasing numbers of drivers and vehicles — as well as pedestrians, motorcyclists and cyclists — sharing our roadways, casualty figures have been gradually decreasing. In fact, during the past 20 years, deaths and serious injuries have been halved on a per unit of population basis.

Notwithstanding these dramatic improvements, deaths and injuries resulting from traffic collisions continue to be the biggest transportation safety problem in Canada. Traffic collisions remain one of the leading contributors to years of lost life among Canadians, due in large part to deaths among young people. Collectively, motor vehicle crash victims accounted for more than 94% of those killed and 99% of those seriously injured in transportation-related occurrences. The annual economic cost to society of injury-producing and property damage traffic collisions is estimated at between \$11 and \$27 billion, depending on the calculation method used.

## ROAD SAFETY: A SHARED RESPONSIBILITY

Many of the world's safest nations often respond faster than Canada does to key road safety challenges. Their road safety initiatives are the responsibility of just one level of

**2,725 people were killed and over 212,000 were injured on Canada's roads in 2004. But progress is being made.**





Canada's large size and multiple levels of government have led to a multi-tiered approach to road safety.

government, while in Canada this responsibility is shared between the federal and provincial/territorial levels of government.

The federal government, through Transport Canada, provides national leadership with national traffic collision data collection and analysis, research, program development and evaluation, and knowledge transfer. Transport Canada also develops motor vehicle safety regulations, under the authority of the *Motor Vehicle Safety Act*, and inter-provincial truck and bus regulations under the authority of the *Motor Vehicle Transport Act*. The federal government, through the Department of Justice, is also responsible for the Criminal Code of Canada, under which impaired and dangerous drivers are charged and prosecuted.

The provincial and territorial governments administer driver and vehicle licensing; the collection of collision and exposure data (such as the number of motor vehicles registered); research activities; the development, implementation and evaluation of safety programs; road design, construction and maintenance; as well as the enforcement of motor carrier regulations.

At the same time, municipalities are becoming increasingly involved in road safety through road maintenance, traffic engineering and injury prevention efforts.

In addition to collaborative efforts among these various levels of government, a number of important non-governmental partners, such as police services, play significant roles in the successful delivery of road safety initiatives, both regionally and nationally.

All of these stakeholders are working together to overcome the problems presented by Canada's size and its interlocking multiple levels of government. The result is a multi-tiered approach to road safety.



## THE VISION OF CANADA'S ROAD SAFETY STAKEHOLDERS: TO HAVE THE SAFEST ROADS IN THE WORLD

Like many of the world's developed nations, Canada experienced rapid economic growth for a sustained period following World War II, with motor vehicle registrations increasing at an average of 6% annually until the mid-1970s. To put this growth rate into perspective, the number of registrations has increased at an average of 1.7% annually from the



mid-1970s to today. Not surprisingly, traffic fatalities also increased steadily during the post-war period of rapidly expanding mobility, finally peaking in 1973 at 6,706.

What stopped the upward trend in fatalities? The introduction of drinking driving laws in 1969, key Canada Motor Vehicle Safety Standards in the early 1970s, mandatory seat belt usage laws in selected provinces in the mid-1970s, improvements to road infrastructure and the national road network, and public education campaigns that aimed to decrease the incidence of alcohol involvement in crashes and emphasize the benefits of occupant restraint use — all helped stem the increases in annual traffic deaths.

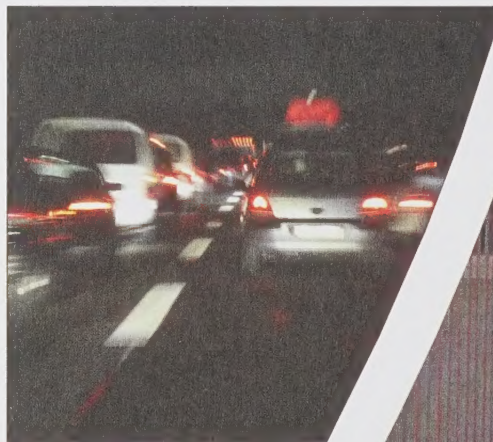
The growth and evolution of governmental and non-governmental road safety organizations in all Canadian jurisdictions also played a role. These organizations introduced public education, safety programs and enforcement measures aimed at modifying road user behaviour, which resulted in steady decreases in deaths and injuries due to traffic collisions.

At the same time, road safety experts realized there was still a problem. Their intervention efforts were not as effective at reducing deaths and injuries among “high risk” road users as they were among the majority of motorists.

As a result, road safety stakeholders in Canada collaborated to develop their first two national programs to improve road safety. The National Occupant Restraint Program (NORP), which was introduced in 1989, targeted the increased use of seat belts and proper child restraints, and the Strategy to Reduce Impaired Driving (STRID), introduced in 1990, aimed to reduce the incidence of drinking and driving. These national programs targeted the two most critical road safety issues in Canada. However, the pace of improvement remained slow.

To accelerate the rate of progress, the CCMTA adopted its first national road safety plan in 1996, called Road Safety Vision 2001. The Council of Ministers Responsible for Transportation and Highway Safety endorsed the plan that same year. The goal of Road Safety Vision 2001 was for Canada to have the safest roads in the world. The four strategic objectives — raising awareness of road safety issues; improving communication, cooperation and collaboration among road safety agencies; enhancing enforcement measures; and improving national road safety data collection and quality — were selected to provide guidance in the development of national road safety strategies.

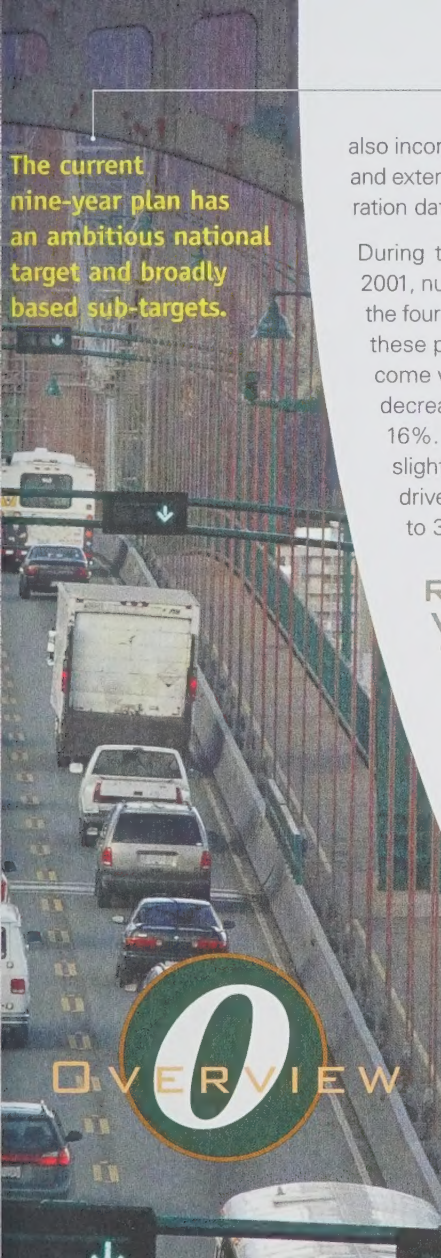
In addition to creating an ambitious vision and identifying four strategic objectives, the initiative



Road safety experts felt that the best way to reduce traffic deaths and injuries was to target high-risk road users. The result was the adoption of Canada's first national road safety plan in 1996.







The current nine-year plan has an ambitious national target and broadly based sub-targets.

also incorporated the main elements of NORP and STRID and extended their mandates to 2001, which was the expiration date of this inaugural national road safety plan.

During the six-year time frame of Road Safety Vision 2001, numerous initiatives were implemented to support the four strategic objectives, with the nature and scope of these programs varying by jurisdiction. The overall outcome was positive. Between 1996 and 2001, fatalities decreased by 10% while serious injuries declined by 16%. National seat belt use in urban areas increased slightly, to 90%, and the percentage of fatally injured drivers who had been drinking decreased from 42% to 36%.

## ROAD SAFETY VISION 2010: THE SUCCESSOR PLAN

The success of Road Safety Vision 2001, as measured in terms of fatality and serious injury reductions as well as an improved road safety ranking internationally, prompted the CCMTA to create a national road safety successor plan. Road Safety Vision 2010 has a nine-year time frame, from 2002 until 2010.

The vision remains unchanged: *to have the safest roads in the world*. The renewed plan also retains the four strategic objectives and includes enhanced targets for STRID and NORP. These program elements

were strengthened with the introduction of an ambitious national target, as well as several broad-based sub-targets that focus on a number of problem areas that previously had not been addressed on a national scale.

The national target calls for a 30% decrease in the average number of road users killed or seriously injured during the 2008-2010 period compared with 1996-2001 average figures.

The sub-targets call for:

- A 95% rate of seat belt wearing and proper use of appropriate child restraints by all motor vehicle occupants.
- A 40% decrease in the number of fatally or seriously injured unbelted occupants.
- A 40% decrease in the percentage of road users fatally or seriously injured in crashes involving drinking drivers.
- A 20% decrease in the number of road users killed or seriously injured in speed- or intersection-related crashes.
- A 40% decrease in the number of road users fatally or seriously injured on rural roadways (defined as two-lane roads where the speed limit is 80-90 km/h).
- A 20% decrease in the number of road users killed or seriously injured in crashes involving commercial vehicles.
- A 20% decrease in the number of young drivers/riders (those aged 16-19 years) killed or seriously injured in crashes.
- A 30% decrease in the number of fatally or seriously injured vulnerable road users (pedestrians, motorcyclists and cyclists).

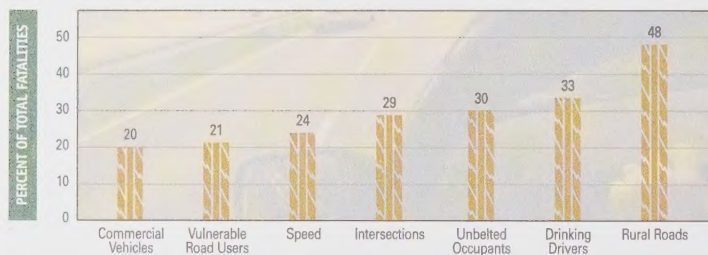
In addition, one of the original sub-targets sought a 20% decrease in the number of road users fatally or seriously injured in crashes involving high-risk drivers. This sub-target was revised in 2005 and will be discussed in greater detail later in this report.





Clearly, the areas targeted for special attention under Road Safety Vision 2010 represent the largest challenges faced by road safety advocates in Canada. The following chart shows the frequency (in percentages) that each of the sub-targeted areas was cited as a contributing factor in fatalities during the 1996-2001 period.

### Road Safety Vision 2010 Targets — The Major Traffic Safety Issues: Percent of Total Traffic Fatalities (1996-2001 Average)



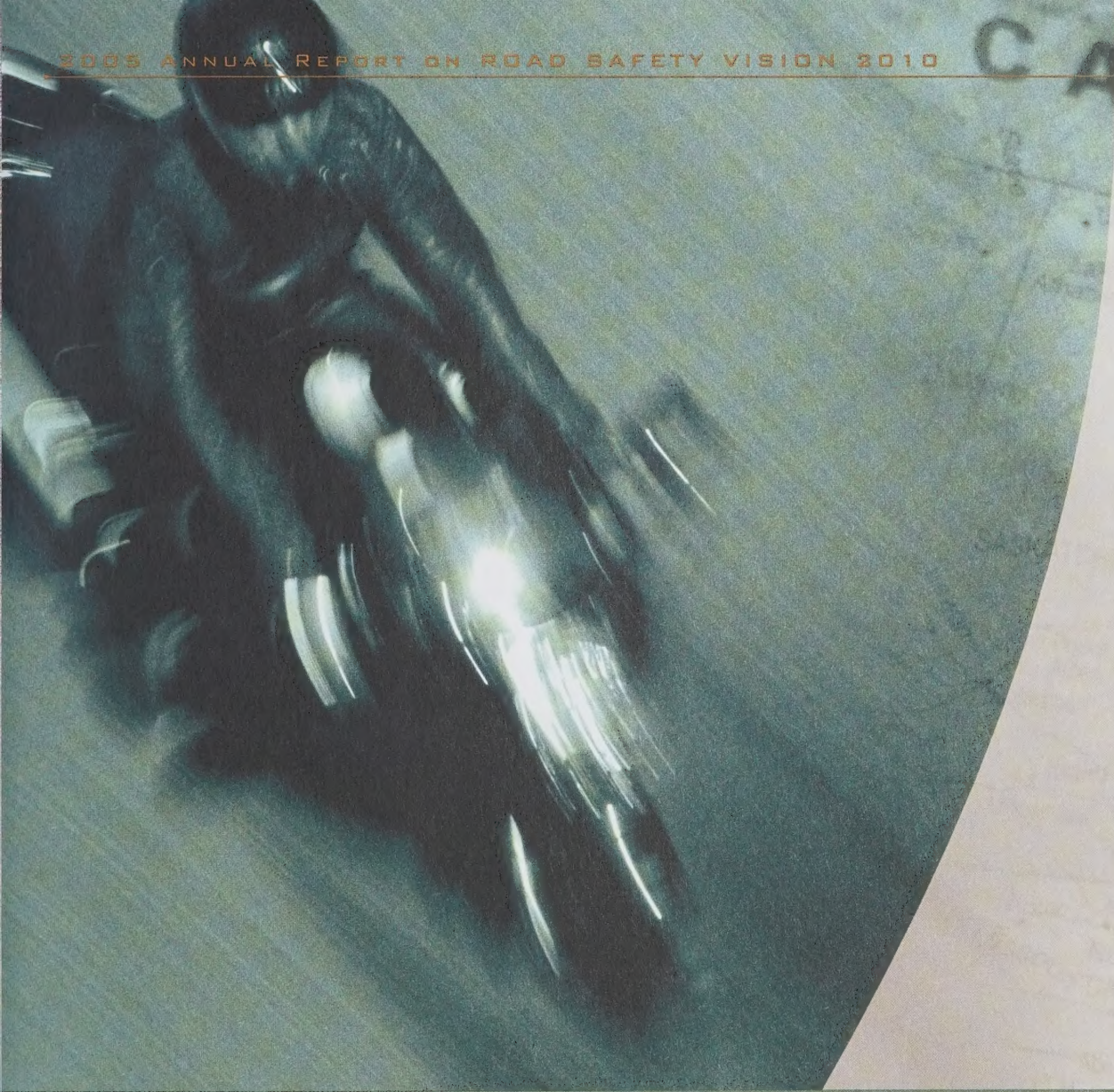
#### RSV 2010 Sub-Target Area

Note: Most fatalities involve more than one contributing factor, and consequently there is considerable overlap among the sub-targets. As a result, the sub-targets totals exceed 100%.

In 2002, a framework of accountability was established for the renewed vision. Task forces, under the auspices of the CCMTA, assumed ownership of the various sub-targets and are developing and implementing initiatives to achieve them. These task forces comprise representatives from the federal and provincial governments, the police community and non-governmental stakeholders with a strong interest in traffic safety. The task forces include the National Occupant Restraint Program 2010 Task Force (NORP 2010), the Strategy to Reduce Impaired Driving 2010 Task Force (STRID 2010), the Speed and Intersection Safety Management Task Force (SISM), the High-Risk Driver Task Force (HRD), the Vulnerable Road User Task Force (VRU) and the Rural Road Safety Task Force (RRS). CCMTA's Standing Committee on Compliance and Regulatory Affairs (CRA) has assumed responsibility for achieving the objectives of the commercial vehicle sub-target. The CCMTA provides annual reports on initiatives undertaken by these working groups, as well as progress toward the targets, to the Council of Ministers and Deputy Ministers Responsible for Transportation and Highway Safety.



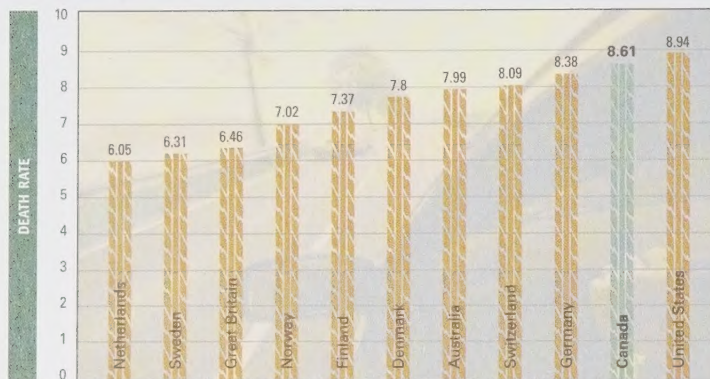




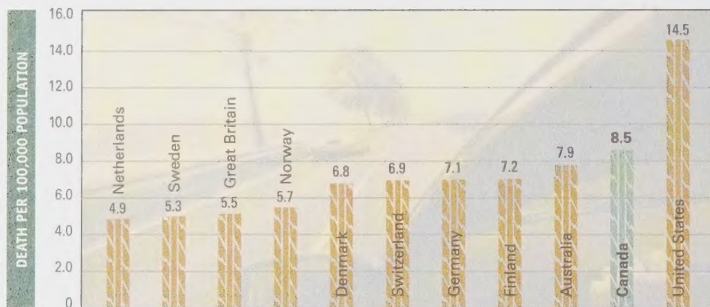




## Death Rate per Billion Vehicle Kilometres Travelled, Top Ranked OECD Countries, 2004



## Traffic Collision Deaths Per 100,000 Population, Top Ranked OECD Member Countries, 2004



## INTERNATIONAL COMPARISONS

Of the member nations of the Organization for Economic Cooperation and Development (OECD) that have the best records for road safety, all but one (Germany) have ambitious national road safety targets in place. These targets are aimed at reducing fatalities, and in some instances serious injuries, by 20% to 50% over time frames ranging from 9 to 18 years.

Several of the leading OECD member countries have targets that are even more ambitious than Canada's, with national targets that seek to achieve fatality decreases of 40% to 50%.

Consequently, it is not surprising that although Canada continues to make gradual progress towards its 30% national target for fatality and serious injury reductions by the end of the decade, it continues to lose ground to other top-ranked OECD member countries.

The road safety comparisons in the first chart are based on deaths per billion kilometres travelled. But not all countries collect kilometrage data on a regular basis. Another measure that is often used to compare the level of road safety among countries is traffic collision deaths per unit of population, and this indicator is available for all countries. Whichever measure is used, Canada ranked 10<sup>th</sup> in 2004 of the 30 member nations in the OECD.

Several of the leading OECD countries have targets that are even more ambitious than Canada's.





Although Canada is making gradual progress, we're losing ground compared with other top-ranked countries.

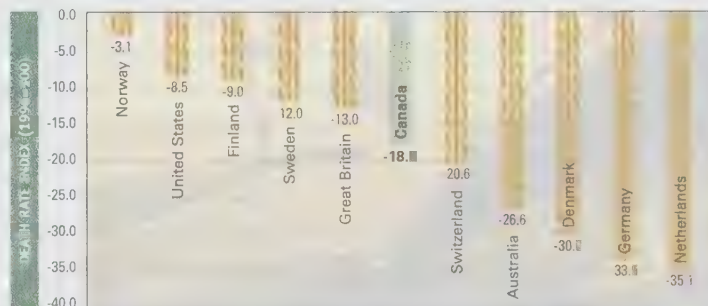
The next chart demonstrates the improvements that occurred between 1996 and 2004 among the leading OECD member countries using deaths per 100,000 population as the measure. Perhaps the most noteworthy aspect about this chart is that the improvement in the road safety record was more pronounced for Canada than for a number of the perennial road safety leaders. The base year for this chart, 1996, was the year Canada's first national road safety plan was introduced.

This chart confirms that Canada has made considerable progress during the past decade, but it also leads to an obvious question. What have the countries that have shown considerably greater progress than Canada during the same period been doing to achieve this improvement?

While no simple answer exists, the next section will highlight some of their key activities.

**The Netherlands** has increased enforcement for speeding through the introduction of speed cameras; reduced speed limits on selected urban freeways from 100 km/h to 80 km/h, on 50% of the urban network from 50 km/h to 30 km/h, and on many rural access roads from 80 km/h to 60 km/h; introduced new regulations (20 mg% legal blood alcohol concentration limit for novice drivers) and increased enforcement targeting drunk pedestrians and drivers impaired by alcohol or drugs; introduced major infrastructure

## Changes in the Death Rate Per 100,000 Population Top Ranked OECD Member Countries, 2004 versus 1996



improvement programs (e.g. 30 km/h zones, road safety audits), introduced mandatory annual vehicle inspections for vehicles older than three years; and introduced multi-year public education and enforcement programs on seat belt use, drinking driving and helmet use among operators of mopeds (low-powered motorized cycles).

**Germany** has increased the use of speed cameras and introduced stiffer sanctions for speed-related offences by bus and truck operators; expanded 30 km/h zones in built-up areas; introduced road safety audits into the design of road networks; conducted research aimed at making rural road travel safer, especially to reduce the risk associated with passing; constructed numerous bypasses to reduce through-town traffic; expanded the motorway network to reduce travel on two-lane roads; increased sanctions for using cell phones while driving; and introduced public education campaigns that aim to increase the social responsibility of all road users toward their fellow road users.

**Denmark** has toughened speed-related sanctions pertaining to loss of a driver's licence (e.g. vehicle operators driving at 60% or more than the





posted speed limit automatically lose their driver's licences); introduced mandatory driver education and rehabilitation programs for all drivers convicted of drinking and driving offences; constructed many new roundabouts to calm the flow of traffic; introduced traffic safety education programs for preschool-age as well as school-age children; conducted numerous traffic safety campaigns (e.g. focusing on use of seat belts); initiated mandatory biennial inspection programs for all vehicles older than four years; expanded black spot analyses, including on local roads, to identify high-risk road segments; and introduced a penalty demerit point system that targets non-users of seat belts in particular.



**Australia** has reduced the speed tolerance at which sanctions are enforced (e.g. issuing tickets at 105 km/h on roads with a 100 km/h limit

instead of at 110 km/h); used red light as well as non-fixed speed cameras to curb speeding and greatly increased speed enforcement; introduced a default speed limit of 50 km/h in built-up areas; extended the use of lower speed zones (below 60 km/h) to areas of high pedestrian activity; increased funding for black spot analysis programs; introduced demerit points for use of non-hands-free mobile phones in some jurisdictions; used random breath testing for alcohol detection; introduced random breath testing for drugs such as cannabis; and intensified enforcement and public education programs aimed at deterring drinking driving.

**Switzerland** has reduced the legal blood alcohol concentration limit to 50 mg% from 80 mg%; enabled police to conduct random breath testing for alcohol impairment; introduced graduated licensing for novice drivers; and required commercial vehicles in excess of 3.5 tons to be equipped with speed limiters.

**Great Britain** has continued the development of the national THINK road safety campaigns; extended the pilot child pedestrian training program; increased the implementation of 20 mph speed zones, in particular outside schools; expanded the automatic safety camera enforcement program; and combined enforcement with intense public education campaigns to change cultural attitudes toward drinking and driving.







**Sweden** has extended the use of automatic speed cameras; commissioned a study to examine the feasibility of requiring all new vehicles to be equipped with alcohol ignition interlock systems by 2012; earmarked billions of dollars during the next decade to construct centreline guardrails, safer intersections and road shoulders on two-lane country roads to reduce the incidence of head-on and single-vehicle crashes; introduced public education campaigns to highlight the increased risks associated with cell phone use while driving; enhanced road safety education in schools; and mandated the use of helmets for all cyclists under 15 years of age.

**Finland** has reduced wintertime speed limits on selected rural roads; introduced a regulation regarding the use of alcohol ignition interlocks; introduced legislation requiring physicians to inform police of unfit drivers; expanded automatic enforcement efforts related to speed infractions; and enhanced road safety public education programs, particularly for the young and the elderly.

**The United States** has developed a comprehensive action plan aimed at reducing the incidence of speeding; developed and supported best practices and technology that have shown to be most effective in saving lives; focused road infrastructure improvements on preventing vehicles from running off the road (e.g. enhanced visibility, rumble strips, shoulders, clear zones and

barriers), intersections (e.g. better engineering and enforcement, roundabouts) and pedestrians (e.g. community-based interventions and road

TABLE 1

## ROAD SAFETY TARGETS • TOP RANKED OECD COUNTRIES

COUNTRY	NATIONAL TARGETS
The Netherlands	580 deaths and 12,250 hospitalized victims by 2020 compared with average comparable figures during the 2000-2002 period (48% fewer fatalities and 35% fewer hospitalized victims).
Denmark	40% reductions in the number of road users killed and seriously injured by 2012 compared with 1998 totals.
Australia	A 40% decrease in the number of road user fatalities per 100,000 population by 2010 compared with the 1999 rate.
Switzerland	50% decreases in the numbers of road users killed and seriously injured by 2010 compared with comparable 2000 figures.
Canada	A 30% decrease in the average number of road users killed or seriously injured during 2008-2010 compared with average figures during 1996-2001.
Great Britain	A 40% reduction in the number of people killed and seriously injured in traffic collisions by 2010, and a 50% reduction for children (16 years or younger) compared with the 1994-1998 average.
Sweden	A 50% decrease in the number of road users killed in 2007 compared with 1996.
Finland	250 or fewer traffic fatalities by 2010 (43% fewer fatalities than the death toll during the base year of 1997).
United States	A decrease from 1.7 to 1.0 (41% reduction) in the number of road users killed per 100 million vehicle miles travelled in 2008 compared with the 1996 fatality rate.
Norway	30% reduction in fatalities and serious injuries by 2015 compared with 2004 casualty totals.

Note. Germany does not have a quantitative national road safety target

CANADA

TO THE WORLD

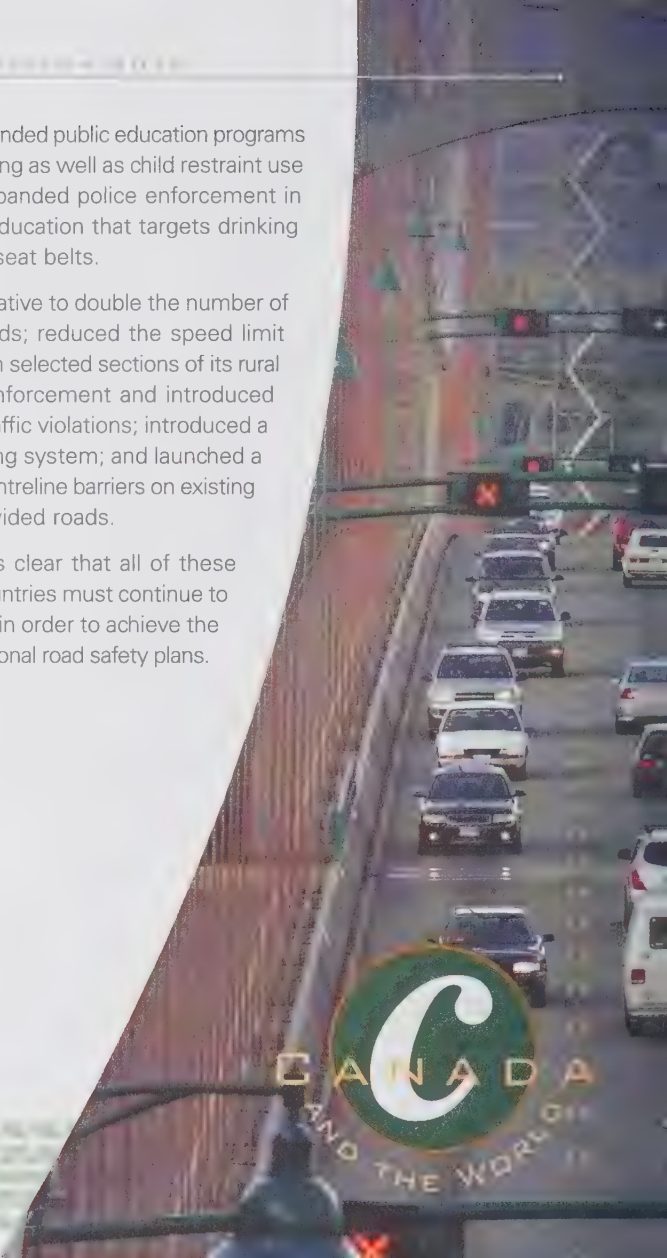




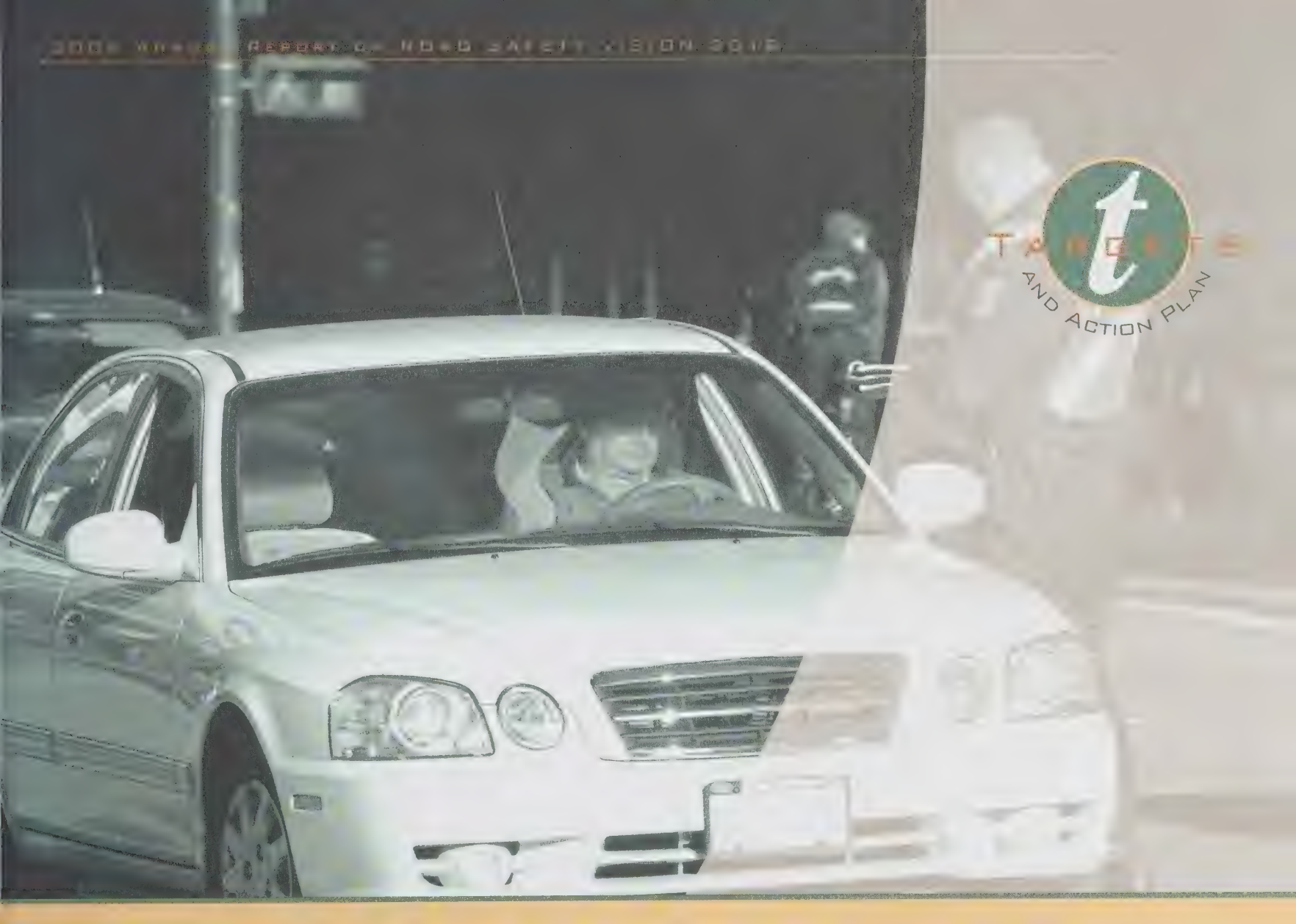
engineering solutions); expanded public education programs related to drinking and driving as well as child restraint use and seat belt use; and expanded police enforcement in combination with public education that targets drinking drivers and non-users of seat belts.

**Norway** has begun an initiative to double the number of speed cameras on its roads; reduced the speed limit from 80 km/h to 70 km/h on selected sections of its rural roads; increased police enforcement and introduced stiffer fines for selected traffic violations; introduced a new driver training/licensing system; and launched a program that introduced centreline barriers on existing two- and three-lane undivided roads.

Despite the progress, it is clear that all of these leading OECD member countries must continue to make considerable efforts in order to achieve the goals of their ambitious national road safety plans.









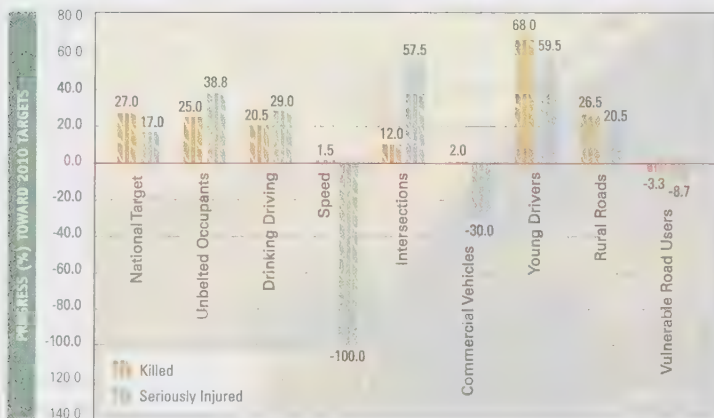


## ARE WE ON TARGET FOR 2010?

Progress with Canada's national road safety target and sub-targets is measured against average fatalities and serious injuries that occurred during the 1996-2001 baseline period. At present, three years of traffic collision data (2002-2004) are available for comparative purposes. The following chart shows the progress made in 2004 compared with the 1996-2001 period.

As noted earlier, the targets of Road Safety Vision 2010 range from 20% to 40%, depending on the area targeted. The figures in this chart have been standardized, so that the improvement — or in some cases, the lack of progress — is expressed as a percentage of the change called for by the target. So, for example, the 27% progress that was achieved by 2004 in the overall number of traffic crash fatalities indicates that almost

### Road Safety Vision 2010: Progress Toward 2010 National Target and Sub-Targets, 2004 versus 1996-2001 (%)



one third of the 30% overall national target had been achieved by the end of 2004.

The chart shows that there has been progress with most of the problem areas for which targets exist. However, the level of improvement has varied considerably.

The next section of this report examines the national target and each of the sub-targets separately. It also highlights some of the more noteworthy initiatives undertaken by Canadian jurisdictions during 2005 to help achieve the specified targets.

### The National Target

Initiatives undertaken by governmental and non-governmental organizations during the first three years of Canada's national road safety

Almost one third of the national target had been achieved by 2004.





Canadian road safety advocates must redouble their efforts in order to achieve the fatality and serious injury targets of Road Safety Vision 2010.

action plan have resulted in meaningful progress. During the 2002-2004 period, there were 5.4% fewer deaths resulting from traffic collisions than during the 1996-2001 baseline period. In 2004 alone, there were 8.1% fewer fatalities than during the baseline period. However, progress in the number of road users seriously injured in crashes (injuries that require hospitalization for at least 24 hours) was more modest, with a 5.1% improvement during 2004 and a 3.3% reduction during the 2002-2004 period.

### The Sub-Targets

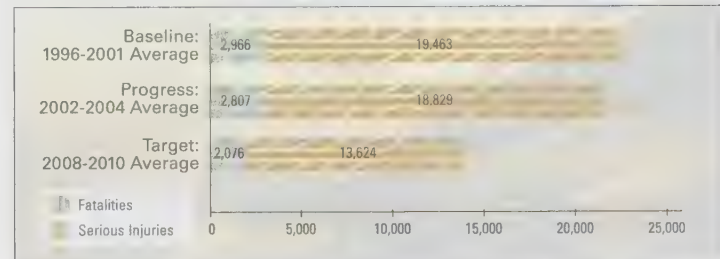
**Occupant Restraint Use:** Road Safety Vision 2010 has two sub-targets that focus on increasing restraint use.

The National Occupant Restraint Program 2010 target aims to achieve 95% seat belt use by all occupants, as well as 95% proper use of child restraints that are appropriate for the child's height and weight.

Transport Canada, in partnership with CCMTA, conducts annual national surveys of seat belt use among occupants of light-duty vehicles.

These surveys, which alternate annually between urban and rural locations, provide detailed results for the entire country according to key demographic descriptors such as age category, gender and type of vehicle occupied. The most recent rural (2004) and urban (2005) seat belt use surveys showed that seat belt use was 86.9% in rural locations and 91.1% in urban locations. When

### Fatality and Serious Injury Targets of Road Safety Vision 2010



the results of these two surveys were weighted and combined, they indicated that 90.5% of all occupants surveyed during 2004-2005 were buckled up. Although the latest surveys have shown encouraging results, some problem areas are still evident. Noticeable disparities in the level of seat belt use were still evident according to gender (4.1% lower for males), age group (5.0% lower for drivers aged 25 or younger compared with other driver age groups), vehicle type (7.1% lower for drivers of pick up trucks than for drivers of other light-duty vehicles) and seating position (5.9% lower for rear seat occupants than for front seat occupants).

Transport Canada is currently conducting a national survey of child occupant restraint usage rates in partnership with the Auto21 Network of Centres of Excellence.

Increasing occupant restraint use to 95% and beyond should contribute to substantial reductions in fatalities and serious injuries during the tenure of Road Safety Vision 2010. A 1997 Transport Canada study determined that for every percentage point increase in seat belt use over the baseline year (in this case, 68% in 1989), an average of 23 fewer occupants died





each year and 515 fewer were injured.<sup>1</sup> The accompanying table shows the estimated number of additional lives saved and serious injuries avoided if restraint use gradually increases from the current baseline level to the NORP 2010 objective of 95% by 2010.

**TABLE 2**

**ESTIMATES OF OCCUPANT LIVES SAVED AND SERIOUS INJURIES AVOIDED BY ACHIEVING NORP 2010 TARGET**

Current Seat Belt Use (1990-1995)	Lives Saved by 2010 with 95% Seat Belt Use	Serious Injuries Avoided by 2010 with 95% Seat Belt Use
89.4%	715	1,377*

\* Assumes that the level of injuries avoided was the same for seriously injured occupants as for all injured occupants.  
 \*\* The estimated 715 lives saved and 1,377 serious injuries avoided are cumulative totals that would be achieved during the 2002-2010 period if 95% restraint use is achieved

The second occupant restraint sub-target seeks to achieve 40% reductions in the number of unbelted fatally and seriously injured occupants. While the latest national survey results show that 90.5% of motorists observed in urban and rural areas buckle up, the most recent national collision data (2004) reveal that more than 39% of all fatally injured occupants and almost 18% of those seriously injured were not wearing seat belts at the time of the collision. Non-use of restraints was more prevalent among certain age groups. Almost half (48%) of fatally injured occupants aged 20-44 years and 20% of those in the same age category who were seriously injured were unrestrained prior to the crash. Fatalities and serious injuries resulting from non-use of seat belts occur throughout Canada's road networks. However, the most recent crash data showed that 51% of unbelted occupant fatalities occurred on rural, undivided roads with posted speed limits of 80-90 km/h, while almost 76% of unbelted seriously injured occupants sustained their

<sup>1</sup> The study estimated occupant fatalities and injuries avoided due to increased seat belt use among light-duty vehicle occupants during the 1990-1995 period. D.E. Stewart et al., *Estimation Methodologies for Assessing Effectiveness of Seat Belt Restraint Systems and the National Occupant Restraint Program*, Transport Canada, TP1311DE, 1997

injuries in urban areas with posted speed limits of 70 km/h or less.

Overall, during 2004 the numbers of unbelted occupants who were killed or seriously injured in crashes were down by 10% and 15.5%, respectively, from 1996-2001 baseline totals.

The NORP 2010 Task Force is responsible for monitoring progress and recommending strategies related to the occupant restraint use sub-targets. In collaboration with jurisdictional stakeholders, this task force uses the results of the annual national surveys, and in some instances regional surveys, to develop strategies to increase seat belt wearing rates and proper use of child restraints to 95% or higher. NORP 2010 strategies focus on legislation, enforcement and awareness campaigns, and public education and marketing initiatives.

Some of the noteworthy activities that were adopted in selected jurisdictions during 2005 to support the core elements of the NORP 2010 target included:

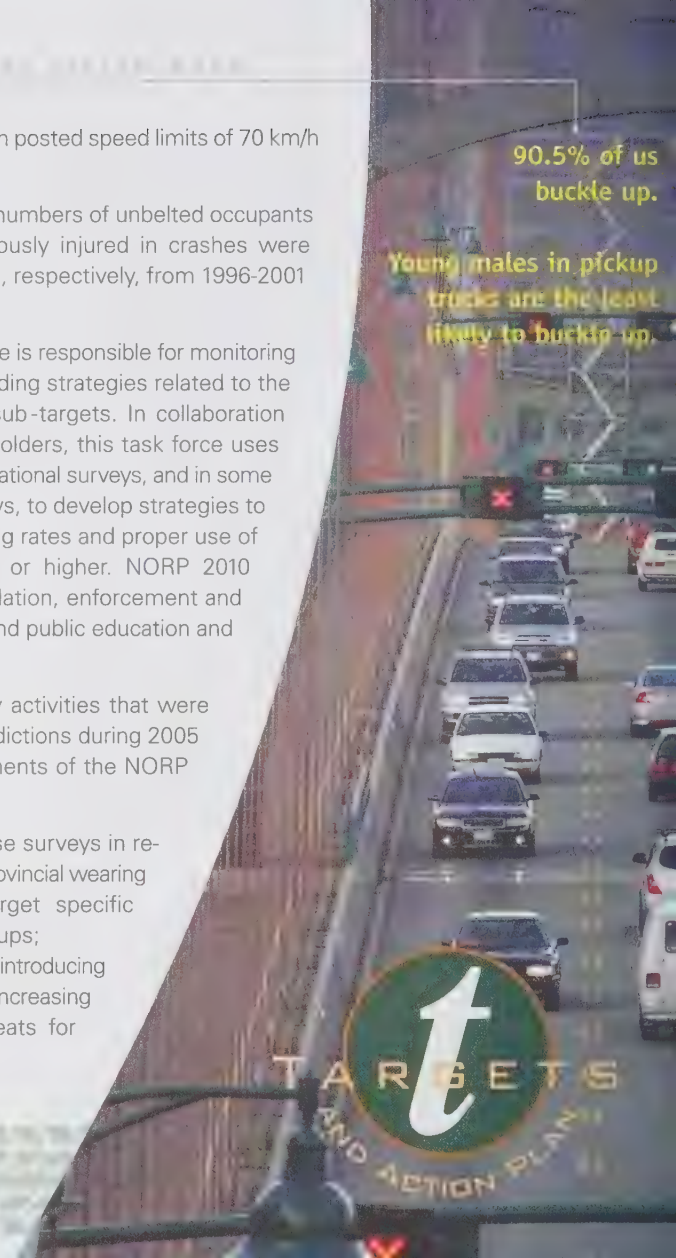
- conducting seat belt use surveys in regions with the lowest provincial wearing rates to identify and target specific problem areas and groups;
- conducting a survey and introducing a pilot project aimed at increasing proper use of child seats for young children;

90.5% of us buckle up.

Young males in pickup trucks are the least likely to buckle up.



**TARGETS AND ACTION PLAN**





**Alcohol is a contributing factor in about 30% of all road fatalities.**

**Drug use is an increasing concern.**

- extensively using rollover simulators to show the consequences of being unbelted;
- offering the child car seat training course to staff of large retail stores that market child seats;
- focusing public education campaigns (e.g. Why Die Before You've Lived?) on 16-21 year olds;
- disseminating an occupant restraint toolkit to Aboriginal communities and organizations interested in increasing child seat and seat belt use;
- passing an act to enhance the safety of children and youth (e.g. requiring the use of booster seats for children 18-36 kg, under 145 cm tall or under 8 years of age, including fines and demerit points for non-use);
- removing exemptions and increasing fines and demerit points for non-use of seat belts;
- introducing a program offering violators the option of taking an education program in lieu of paying the fine; and
- collaborating with enforcement agencies to increase seat belt use in rural areas.

Additional information on jurisdictional activities supporting the NORP 2010 sub-target is available on CCMTA's web site at [www.ccmta.ca](http://www.ccmta.ca).

**Driving While Impaired:** The Strategy to Reduce Impaired Driving 2010 sub-target calls for a 40% decrease in the percentage of road users fatally or seriously injured in crashes involving drinking drivers.

According to coroners' data for 2004 compiled by the Traffic Injury Research Foundation, alcohol was a contributing factor in about 30%



of all road fatalities. Among fatally injured drivers who were tested for alcohol, almost 35% had been drinking. Alcohol was also cited as a contributing factor for an estimated 17% of drivers involved in serious injury crashes during the same year. Even though these national figures are unacceptably high, alcohol use before involvement in a collision was dramatically higher for specific segments of the road user population. Among fatally injured drivers between the ages of 20 and 45, alcohol involvement ranged from 41% to 46%, depending on the specific age group. Among fatally injured pedestrians, alcohol use was cited as a factor for more than 60% of 16-45 year old victims.

In spite of the high incidence of alcohol use among some age groups of victims, overall there were 8.2% fewer road users killed in crashes involving alcohol and 11.6% fewer drivers involved in serious injury crashes during 2004 than during the 1996-2001 baseline period.

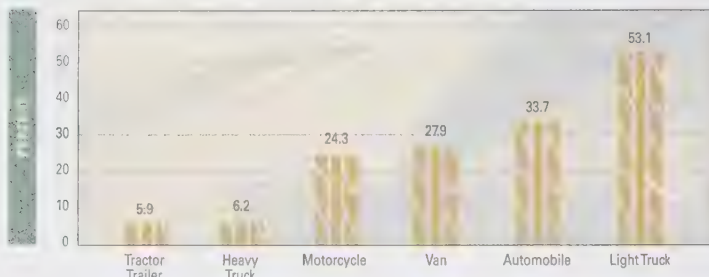
Driver impairment is not restricted to alcohol use. The use of drugs (both legal and illicit) other than alcohol among fatally injured drivers is an increasing concern. Annual testing for drug use, conducted by coroners during the 2000-2003 period for the Traffic Injury Research Foundation on behalf of Transport Canada and CCMTA, revealed that drugs (illicit,





prescription or over the counter) were present in an average of 25% of drivers fatally injured in jurisdictions where high rates of testing occurred (more than 70% of dead drivers were tested).

### Percent of Fatally Injured Drivers Who Were Drinking Prior to Crash Involvement By Vehicle Type Driven, 2004



Source: Traffic Injury Research Foundation. These figures represent percentages among drivers who were tested for the presence of alcohol.

The STRID 2010 Task Force, which is responsible for recommending strategies and monitoring progress related to alcohol impairment, has identified six key elements for the development of initiatives: education and awareness, enforcement, policy and legislation, health promotion, linkages among agencies, and research. STRID 2010 is also addressing impairment from drugs other than alcohol, fatigue, and distraction from activities such as cell phone use.

Activities that were undertaken in various Canadian jurisdictions during 2005 to support the program elements of the STRID 2010 initiative included:

- public education and awareness initiatives promoting transportation alternatives to drivers who have consumed alcohol;
- drinking driving campaigns targeting youth or young males that raise awareness of the consequences of drinking and driving;

- implementation of injury prevention initiatives such as Prevent Alcohol and Risk-Related Trauma in Youth, which targets teenagers and focuses on injuries resulting from drinking driving and non-use of seat belts;
- road safety intervention programs for businesses;
- campaigns to raise awareness among young drivers of the effects of marijuana on driving;
- driving services such as Operation Red Nose and Zero Tolerance that encourage the public to plan a safe ride home;
- focused enforcement programs targeting drinking driving during holiday periods;
- provincial coordination of drug recognition experts programs;
- year-round road checks targeting drinking driving without advance warning in the media;
- introduction of mandatory assessment/rehabilitation and alcohol ignition interlock programs;
- introduction of tougher sanctions commencing with the first drinking driving conviction;
- review of new motor vehicle licensing measures that reduce the incidence of drinking driving recidivism; and
- research aimed at identifying which justice system outcomes produce the best effects on traffic collisions and impaired driving recidivism;
- the development of a strategy (short-term licence suspensions) to address lower BAC drinking drivers.



The police are involved in public education and enforcement initiatives in rural areas right across the country.

By 2004, 11 Canadian jurisdictions had administrative licence suspension programs in place to curb drinking and driving, while 10 provinces and territories had assessment/rehabilitation programs for drivers convicted of drinking and driving. In addition, nine provinces and territories used vehicle impoundment as a deterrent to drinking drivers, while eight jurisdictions had alcohol ignition interlock programs in place to help prevent recidivism among convicted drinking drivers.

Collectively, these activities as well as numerous others have contributed to lower alcohol involvement levels in fatal and serious injury crashes.

Comprehensive information regarding the magnitude of the drinking driving problem and activities being undertaken to support the STRID 2010 sub-target can be found on the CCMTA website at: [www.ccmata.ca](http://www.ccmata.ca).

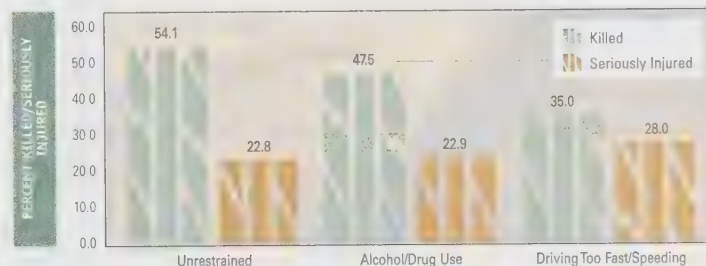
**Rural Road Safety:** The Road Safety Vision 2010 target for rural roadways is a 40% decrease in the number of road users fatally or seriously injured compared with the baseline period.

Almost half (47%) of all road users that are killed in collisions and one third of those seriously injured are victims of crashes on undivided rural roadways where the posted speed limits are 80-90 km/h. Many of these victims were engaging in high-risk

road use behaviour. The most recent collision data (2004) show that more than half of drivers who were fatally injured and almost 23% of those that were seriously injured in single-vehicle crashes on rural roads were unrestrained at the time of the collision. Excessive or inappropriate speed and the presence of alcohol and/or drugs are also frequently cited factors in rural road collisions.

Although progress has occurred on rural roads — there were 10.6% fewer deaths and 8.2% fewer serious injuries in 2004 than during the 1996-2001 period — considerably more effort must be undertaken to achieve the 40% target for serious casualty reductions by 2010.

### Drivers Killed/Seriously Injured in Single-Vehicle Crashes on Rural Roads, 2004



The CCMTA's Rural Road Safety Task Force recently completed a report on collision trends and recommended strategies to reduce the large number of fatalities and serious injuries on rural roadways. The task force is currently developing a survey whose principal objective is to identify and report on successful regional initiatives that could be implemented on a national scale.

Police services across Canada, particularly those that provide contract services to rural communities (the Royal Canadian Mounted Police, the







Ontario Provincial Police and the Sureté du Québec), are actively involved in public education and enforcement initiatives in rural areas aimed at increasing the use of seat belts and proper child restraints, discouraging drinking and driving, and reducing speeding and red light running. Each spring and fall these police services join municipal and city police services across Canada to promote safer road travel as part of Canada Road Safety Week in May and Operation Impact in October.

Some of the important activities undertaken to improve rural road safety in 2005 included:

- research into the use of designated drivers in rural areas, and research into how to use community resources to strengthen drinking and driving countermeasures;
- development of a strategy to manage human-wildlife conflicts (e.g. moose and deer);
- child restraint and seat belt use campaigns in rural communities;
- Aboriginal occupant restraint use campaigns aimed at increasing usage on and off reserve;

- rollover simulator and air bag demonstrations at rural fairs and other events;
- improved signage; and
- construction of a roundabout at the junction of two rural provincial highways.

**Intersection- and Speed-Related Collisions:** The Road Safety Vision 2010 sub-target calls for 20% decreases in the number of road users killed or seriously injured in speed or intersection crashes.

In 2004, the numbers of Canadians killed in crashes at intersections and those killed in crashes involving drinking drivers on public roads were almost the same. However, it must be mentioned that many of the intersection crashes involved alcohol. Collision data also show that intersections were particularly dangerous locations for elderly people. Road users 65 years of age or older accounted for 29% of all deaths at intersections and for 35% of deaths at intersections located in urban areas. One in six victims killed in an intersection crash during 2004 was a pedestrian.

Excessive speed or inappropriate speed for the driving conditions was cited as a contributing factor for more than 20% of all traffic fatalities during the same year. Among drivers killed in single-vehicle crashes, speed was cited for 30% of 16-24 year old victims and more than 27% of victims aged 16-44 years.

**In 2004, the numbers of Canadians killed in crashes at intersections and those killed in crashes involving drinking drivers on public roads were almost the same.**





In Australia and the Netherlands, comprehensive efforts to reduce speeding have contributed to impressive reductions in fatalities and serious injuries.

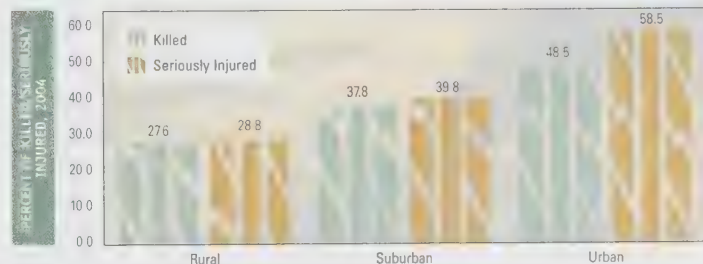
Speed management is a contentious issue both for police services and for the motoring public. Drivers have long perceived speed enforcement as a cash cow that fills the government's coffers. However, comprehensive efforts to reduce speeding — through public education, increased enforcement, tougher sanctions and zero tolerance — in countries such as Australia and the Netherlands have contributed to impressive reductions in fatalities and serious injuries during the past decade..

The Speed and Intersection Safety Management (SISM) Task Force is responsible for developing initiatives to achieve this sub-target. SISM recommends four core strategies — education and awareness, research, road infrastructure standards and enforcement — that jurisdictions can implement to reduce intersection- and speed-related fatalities and serious injuries.

Initiatives undertaken in various jurisdictions during 2005 to support the core strategies of SISM included:

- legislation aimed at reducing speeds in construction zones or when passing emergency vehicles or tow trucks, and toughening sanctions for violators;
- multimedia education and awareness campaigns and parallel enforcement activity that focused on new speed legislation;

## Traffic conflicts at intersections on Canada's undivided roadways often result in tragedy



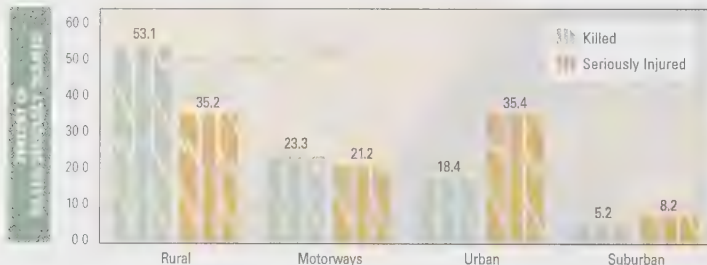
- research on priorities for a social marketing campaign that identified speeding, in particular among 20-25 year old males, as the focus for the campaign;
- tougher sanctions (fines, demerit points and licence suspensions) for speeding violations;
- variable speed limit systems and message signs to reduce speed limits based on specific criteria (poor roads, weather or traffic conditions);
- use of electronic speed reader display boards to raise awareness of speeds in lower speed limit zones such as areas around schools;
- police enforcement campaigns that targeted aggressive driving and unsafe speeds relative to road conditions;
- expansion of red light camera programs to enhance intersection safety;
- installation of roundabouts and speed bumps to slow traffic;
- dissemination of multimedia information (CDs) that provided novice drivers with tips for dealing with situations at intersections; and
- installation of rumble strips at high-risk intersections.



Despite all these initiatives, little progress has occurred to date for the target pertaining to speed. Fatalities where speed was cited as a contributing factor decreased by only 3.8% during 2004 compared with the baseline period, while serious injuries actually increased by 22.3%. Slight progress was evident in the number of road users killed in crashes at intersections (down by 2.7%), while there was a considerable decrease in the number of victims seriously injured in intersection collisions (down by 11.5%).

**Commercial Vehicle Safety:** Commercial vehicles remain the dominant mode for transporting goods both within Canada and between Canada and the United States. Tractor trailers travel an average of six times more distance annually than the average passenger vehicle. During 2004, commercial vehicle activity, as measured by annual vehicle kilometres travelled, increased by 6.7% over the 1996-2001 baseline period.

### Road Users Killed/Seriously Injured in Crashes Involving Commercial Vehicles by Road Class, 2004



The increased presence of large commercial vehicles on our roadways does take its toll. During 2004, crashes involving large vehicles (with gross vehicle weight ratings of 4,536 kg or more) accounted for 21% of total traffic fatalities and 10% of all seriously injured road users. More than half of these fatalities occurred on rural roads with posted speed

limits of 80-90 km/h. However, almost one in five victims were killed in collisions on urban streets with posted speed limits of 60 km/h or less. Rural roads and urban streets were equally dangerous for road users who suffered serious injuries in commercial vehicle crashes.

Road Safety Vision 2010 calls for a 20% decrease in the number of road users killed or seriously injured in crashes involving commercial vehicles.

Initiatives carried out in selected jurisdictions under the auspices of CCMTA's Compliance and Regulatory Affairs Standing Committee to help meet the objective of this target included:

- combining a carrier's on-road compliance record for convictions, inspections and collision history into a single number safety rating that represents a carrier's risk;
- developing interpretation documents and training materials for the redrafting of the provincial/territorial Hours of Service Regulations, which takes effect in January 2007;



Increasing commercial vehicle traffic is taking its toll



Young drivers are  
seven times more  
likely than the general  
driving population to  
be in a crash (based  
on distances travelled).

- participating in and funding research aimed at the development of a North American fatigue management program for the motor carrier industry;
- implementing the new international cargo securement standard and training inspectors to the new protocols;
- adopting the new national standard for daily vehicle inspections;
- developing training courses for commercial drivers as well as commercial vehicle enforcement personnel;
- carrying out focused commercial vehicle enforcement campaigns that targeted seat belt usage, mechanical inspections and hours of service;
- increasing the number of patrol vehicles to carry out additional motor vehicle inspections;
- carrying out random blitzes focusing on truck safety;
- providing free air brake inspections to truckers; and
- promoting initiatives such as Share the Road and Avoid My Blind Spots to educate the motoring public and commercial vehicle drivers about the importance of sharing the road safely and the dangers of blind zones around large commercial vehicles.

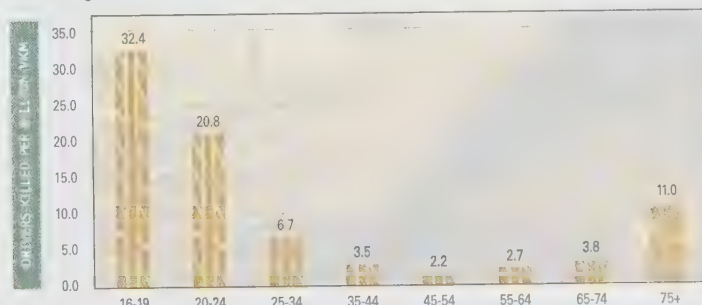
To date, these efforts have helped to stabilize the number of road users killed annually in crashes involving commercial vehicles. However, no progress has been made toward achieving the 20% target for decreases in fatalities and serious injuries. In 2004, fatalities

remained virtually unchanged (0.4% lower than the baseline period) and serious injuries actually increased 6.0% over the baseline period.

**Young Drivers:** Young drivers or riders, aged 16-19, are consistently overrepresented in victim statistics. They comprise approximately 5% of the licensed driver/rider population but 10% of fatally injured drivers and about 13% of those that are seriously injured. When comparisons are made on the basis of kilometres travelled, they are seven times more likely to be killed in a crash than the general driving population. Despite numerous restrictions, including a zero blood alcohol concentration threshold inherent to graduated licensing programs throughout the country, more than one third of young drivers fatally injured in crashes were impaired. Driving too fast for the conditions or excessive speed was cited in almost half of the cases where driving infractions were noted in crashes involving fatally injured young drivers.

The Road Safety Vision 2010 sub-target for this age group is to achieve a 20% reduction in the number of crash-related deaths and serious injuries.

### Young drivers aged 16-19 years have much higher fatality rates than the general driving population



Note: Includes drivers of light-duty vehicles killed in crashes during 2004

TARGETS

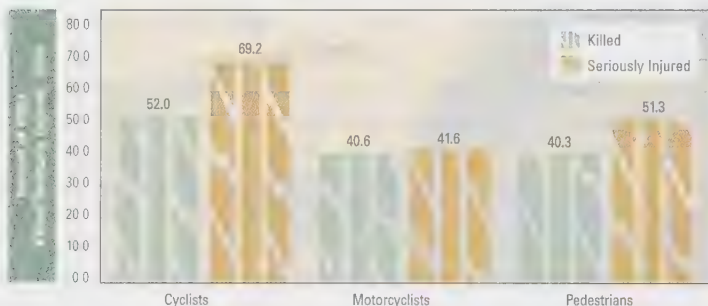




Examples of initiatives implemented during 2005 to reduce fatalities and serious injuries among young drivers included:

- implementation of graduated licensing programs in two jurisdictions, bringing to 11 the number of Canadian jurisdictions that require young or novice drivers to adhere to a number of restrictions before they receive full driving privileges;
- development of new brochures that identify the conditions and restrictions for the learner and probationary stages of the graduated licensing program;
- review of the latest research and best practices throughout the world;
- implementation of tougher restrictions in jurisdictions where graduated licensing programs already exist;
- development of lengthy public awareness campaigns targeting youth that focused on the dangers and consequences to young drivers and others of driving at unsafe speeds, drinking and driving, and non-use of seat belts;
- awareness-raising events at high schools that focused on the perils of drinking and driving at graduation parties; and
- research on risk taking and driving skills among new drivers.

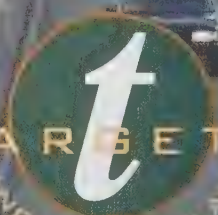
### Intersections are particularly dangerous road locations for vulnerable road users



As of 2004, initiatives undertaken by stakeholders to improve young driver/rider safety have been fairly successful. Both traffic-related deaths (down by 13.6%) and serious injuries (down by 11.9%) among this age group of drivers have decreased substantially over comparable 1996-2001 figures.

**Vulnerable Road Users:** Collectively, vulnerable road users (pedestrians, motorcyclists and cyclists) account for about 20% of annual traffic fatalities and serious injuries. This group includes several high-risk sub-groups. Among fatally injured pedestrians, older people (65 years or older) are overrepresented. Among seriously injured pedestrians, young people (15 years or younger) are similarly overrepresented. Among pedestrians who were tested for the presence of alcohol, however, 40% had consumed alcohol and most of these had blood alcohol concentrations (BACs) higher than 80 mg%. The number of motorcyclists killed in crashes was almost 32% higher in 2004 than during the 1996-2001 base-line period. The large percentages of vulnerable road user serious casualties that result from traffic conflicts at intersections are a clear indication that both motorists and vulnerable road users need to be extremely vigilant at these busy locations.

Vulnerable road users should be especially vigilant at intersections.



TARGETS AND ACTION PLAN

High-risk drivers  
make up about  
3.5% of the driving  
population but account  
for 12% of fatalities  
and 8% of serious  
injuries.

The CCMTA's Vulnerable Road User Task Force was formed in 2005 to develop strategies that could be adopted jurisdictionally or nationally to help achieve the Road Safety Vision 2010 objective of 30% decreases in the number of fatally or seriously injured vulnerable road users.

Research, education and awareness, enforcement and road infrastructure initiatives were carried out in selected jurisdictions during 2005 to make roads and streets safer for vulnerable road users. These included:

- new legislation that imposes tougher fines on motorists who do not slow down when passing emergency vehicles that are stopped with their lights flashing or when driving in construction zones when workers are present;
- multimedia information and awareness campaigns introducing the legislative changes;
- driver licence suspensions for repeat offenders who speed in school zones and at pedestrian crossings;
- tougher licensing requirements for operators of motor scooters and motor-assisted bicycles;
- motorcycle safety courses offered in communities outside of cities;
- campaigns promoting bicycle helmet use, cycling rules, safety tips and safer routes to travel on for cyclists;
- pedestrian and driver awareness campaigns reminding each road

user of their respective responsibilities;

- presentations on pedestrian safety targeting both senior citizens and young children;
- focused education and enforcement campaigns whereby citations were issued to motorists, cyclists and pedestrians who were not observing the rules of the road;
- installation of audible indicators on traffic signals at selected urban locations;
- audits of city intersections to identify existing and potential safety issues, particularly with regard to pedestrians and cyclists; and
- design of guidelines and standards that municipalities may incorporate into their plans for building road infrastructure.

These initiatives have contributed to moderate reductions in fatalities and serious injuries among pedestrians and cyclists during 2004 compared with baseline figures. However, the large increase in deaths and serious injuries among motorcyclists has resulted in overall slight increases in both fatalities (up 1.0%) and serious injuries (up 2.6%) among vulnerable road users during 2004 compared with the 1996-2001 period.

**High-Risk Drivers:** Motorists who exhibit the most dangerous behaviours, often in combination, are deemed high-risk drivers. They include those who drink and drive, do not wear seat belts, drive at unsafe speeds or run red lights or stop signs. Research has shown that while 3% to 4% of the driving population exhibits high-risk behaviours, these drivers account for approximately 12% of fatalities and 8% of serious injuries.

The Road Safety Vision 2010 sub-target for high-risk drivers originally called for a 20% reduction in the number of road users fatally or seriously injured in crashes involving this group. The CCMTA's High-Risk Driving (HRD) Task Force recently developed a uniform definition of high-risk





drivers, so that all jurisdictions could more easily identify these individuals in their databases. They were defined as drivers that had been involved in three or more distinct events (a traffic violation, a first impaired driving Criminal Code conviction, or a collision) within a two-year period; or a driver convicted of a first offence for refusal to provide a breath sample or having two or more Criminal Code convictions within a 5-year period (including driving while prohibited or disqualified). However, most jurisdictions were unable to identify high-risk drivers under their existing information systems. Consequently, the new sub-target pertaining to this target group is that all jurisdictions' driver/collision information systems be capable of identifying high-risk drivers by 2010.



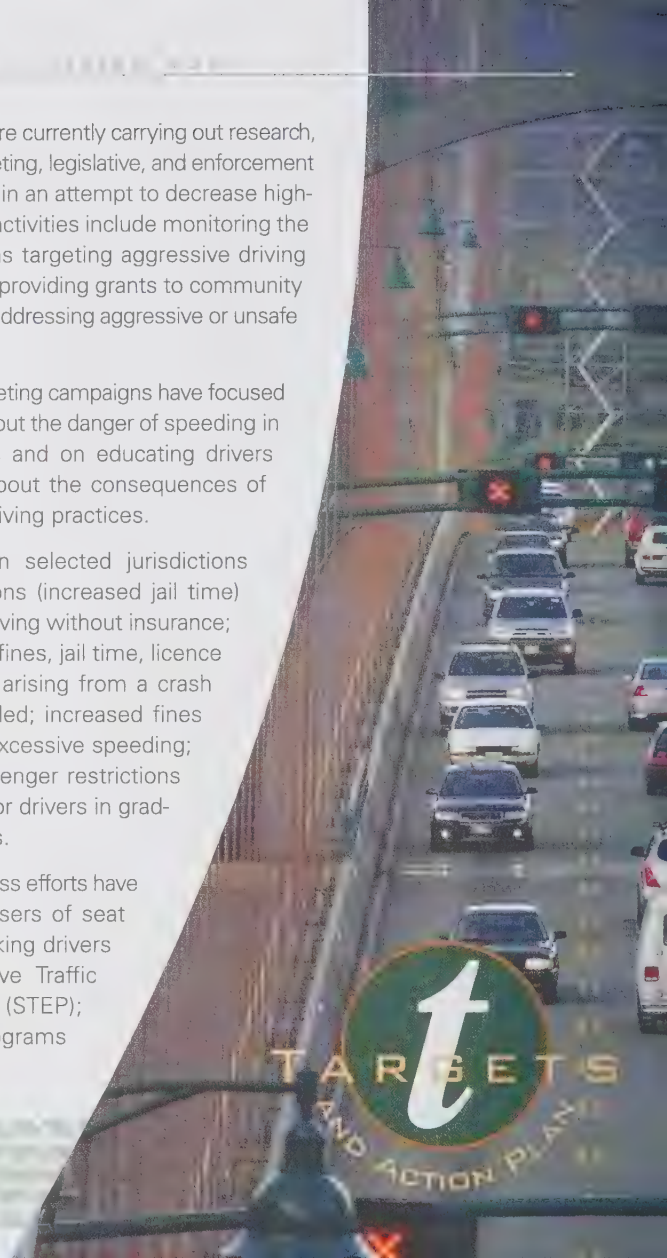
Jurisdictions are now attempting to use this definition to assess the size of their high-risk driving population, as well as the rate of that group's involvement in collisions. Once these populations have been identified, the task force plans to develop targeted interventions, including an interjurisdictional records exchange to identify high-risk drivers.

A number of jurisdictions are currently carrying out research, public education and marketing, legislative, and enforcement and awareness initiatives in an attempt to decrease high-risk behaviour. Research activities include monitoring the effectiveness of programs targeting aggressive driving in other jurisdictions, and providing grants to community groups for local initiatives addressing aggressive or unsafe driving.

Public education and marketing campaigns have focused on educating motorists about the danger of speeding in winter driving conditions and on educating drivers under 25 years of age about the consequences of aggressive and unsafe driving practices.

Legislation introduced in selected jurisdictions provides tougher sanctions (increased jail time) for not paying fines for driving without insurance; more severe sentences (fines, jail time, licence suspension) for charges arising from a crash where someone was killed; increased fines and/or suspensions for excessive speeding; and more stringent passenger restrictions during late-night hours for drivers in graduated licensing programs.

Enforcement and awareness efforts have included targeting non-users of seat belts, speeders and drinking drivers as part of the Selective Traffic Enforcement Program (STEP); running awareness programs





Research, legislation and industry initiatives are advancing the cause of road safety.

geared to young drivers and riders to alert them to the dangers and penalties associated with street racing and speeding; and launching an annual enforcement campaign that specifically targets street racing.

### And That's Not All...

In addition to the strategies that are being collaboratively developed and implemented under the auspices of the CCMTA, road safety stakeholders are participating in other important activities to advance the cause of road safety in Canada.

Transport Canada is continually working to introduce new regulations to make vehicles safer. The department is developing frontal-impact occupant protection and side-impact protection regulations, both of which will benefit a large number of vehicle occupants involved in serious collisions. It is also conducting research on driver distraction, examining methodologies to assess the safety of navigation systems as well as in-vehicle use of cell phones and infotainment systems. Research is being carried out on the effectiveness of intelligent speed adaptation, gearshift seat belt interlocks, electronic stability control systems, and passive sensors for alcohol that would stimulate a request for breath tests. Transport Canada is also funding research that aims to identify rural intersection problems, as well as low-cost and easy to implement countermeasures.

The motor vehicle manufacturing industry is improving vehicle crash avoidance capabilities and occupant protection through the voluntary enhancement of existing technologies and the introduction of innovative new technologies. Notable advancements include side door and curtain airbag systems, electronic stability control devices, restraint systems with load-limiting seat belts, automatic collision notification systems, airbag systems with occupant size discrimination controls, and adaptive cruise control systems.



Source: Ontario Provincial Police

The Transportation Association of Canada is currently developing a synthesis of information regarding the design, operation and safety of roundabouts in North America. This synthesis will act as a manual for road authorities and for the future development of a Canadian roundabout guide.

A number of jurisdictions have established road safety advisory committees, councils or action plans to help provincial agencies deliver coordinated intervention efforts in support of the Road Safety Vision 2010 sub-targets. Community-driven public education and enforcement initiatives by police — such as Operation Impact, held during the Thanksgiving weekend in October each year, and Canada Road Safety Week, held before the Victoria Day weekend in May — are proving successful at raising awareness of road safety issues among the enforcement community and the public alike.



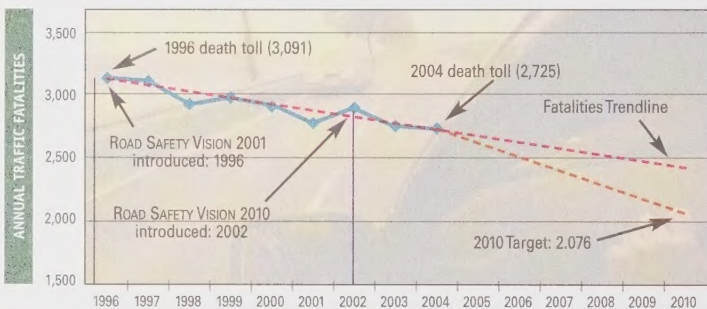
## Looking Ahead to 2010

Canada's road safety stakeholders have a nine-year national road safety plan in place to help achieve a 30% decrease in the average number of road users killed or seriously injured during the 2008-2010 period compared with 1996-2001 average figures. While this goal may seem ambitious, it is worth noting that most of the world's safest nations have even more ambitious road safety targets.

The most recent national crash data available (for 2002-2004) indicate that progress has been made. However, the accompanying chart, which projects the number of fatalities to 2010 based on current numbers, clearly indicates that greater effort must be made in order to meet the target for fatality reductions.

A mid-term review of Canada's national road safety plan is currently underway to assess progress so far, highlight areas where greater efforts are needed, and identify the expertise and resources required to enable Canada to achieve the targets. A final report is expected to be made available in the fall of 2007.

## Canadian Traffic Fatality Projections to 2010



For Road Safety Vision 2010 to succeed, more must be done to support its four strategic objectives. In addition, renewed efforts must be made and strategies must be developed and implemented on a national scale to address targeted areas such as vulnerable road users, victims of speed- or intersection-related crashes, unbelted motorists, drinking drivers and victims of rural road crashes.

It is imperative that existing partnerships be strengthened. It may become necessary for politicians to make bold decisions — for example, legislating powerful measures to address dangerous behaviours - in order to demonstrate to citizens that they mean business.

Having the safest roads in the world is Canada's long-term goal. Canadians can achieve the quantitative targets of Road Safety Vision 2010 if all partners involved in this initiative renew their efforts, if our government agencies responsible for safe road travel strongly endorse the targets and are committed to achieving them, and — most important of all — if all of us adhere to the rules of the road.

**We must build on the momentum.**

**Achieving the safest roads in the world will take plenty of work, but it's worth it.**



## TO CONTACT CCMTA REPRESENTATIVES, CALL:

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Phone: 780-427-8901

### BRITISH COLUMBIA

Traffic Safety Programs • Insurance Corporation of British Columbia  
Phone: 866-661-6651

### MANITOBA

Driver and Vehicle Licensing • Manitoba Public Insurance  
Phone: 204-985-0999

### NEW BRUNSWICK

Motor Vehicle Branch • Department of Public Safety  
Phone: 506-453-2410

### NEWFOUNDLAND AND LABRADOR

Traffic Safety Programs • Department of Government Services  
Phone: 709-729-2519

### NORTHWEST TERRITORIES

Road Licensing and Safety • Department of Transportation  
Phone: 867-873-7406

### NOVA SCOTIA

Road Safety Programs • Service Nova Scotia and Municipal Relations  
Phone: 902-424-3323

### NUNAVUT

Economic Development and Transportation • Phone: 867-360-4615

### ONTARIO

Safety Policy and Education Branch • Ministry of Transportation  
Phone: 416-235-4050

### PRINCE EDWARD ISLAND

Highway Safety Division • Department of Transportation  
and Public Works • Phone: 902-368-5219

### QUÉBEC

Société de l'assurance automobile du Québec  
Phone: 418-528-3600

### SASKATCHEWAN

Traffic Safety Program Evaluation • Saskatchewan Government  
Insurance • Phone: 306-775-6182

### YUKON

Department of Highways and Public Works  
Phone: 867-667-8835

### TRANSPORT CANADA

Road Safety Programs • Road Safety and Motor Vehicle Regulation  
Directorate • Phone: 613-998-1991

### CANADIAN COUNCIL

### OF MOTOR TRANSPORT ADMINISTRATORS

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The CCMTA ([www.ccmta.ca](http://www.ccmta.ca)) is a non-profit organization comprising representatives of the provincial, territorial and federal governments of Canada. Through a collective consultative process, it makes decisions on administration and operational matters dealing with licensing, registration and control of motor vehicle transportation and highway safety.





ROAD SAFETY VISION 2010